



OCTOBER 2024

INSIDE THIS EDITION

- Automotive Advisory Boards Meeting Times and Places for Fall 2
- Repairee Driven Education at SEMA 2024 Registration is open..... 2
- Welcome! Green Flag Auto Repair 3
- Report of the Timber Lake Job Corps Auto Training Program's Meeting 3
- Study highlights top retailers consumers choose for tire service..... 4
- Report: Cost of repair increases in the first half of 2024..... 5
- Helpful Oregon Agencies Links..... 6
- Message from Dr. Charlene Williams ... 7
- Oregon's Teacher of the Year..... 7



"THERE ARE THREE THINGS I'VE LEARNED TO NEVER DISCUSS WITH PEOPLE:

RELIGION, POLITICS, AND **THE GREAT PUMPKIN."**

— LINUS "IT'S THE GREAT PUMPKIN, CHARLIE BROWN"

HAPPY HALLOWEEN

FROM
NORTHWEST AUTOMOTIVE
TRADES ASSOCIATION



Linn-Benton Community College
**Automotive
Technology**



AUTOMOTIVE ADVISORY GROUP

Fall Meeting

OCT 28, 2024 12:30

More details and agenda to follow
contact Erin Jacobson jacobse@linnbenton.edu
to RSVP. A zoom option is available.



2000 W. Oak St Lebanon
LUNCH PROVIDED

Advisory Boards Setting The Pace For This Year

Automotive Advisory Meeting

October 8th
Timber Lake Job Corps

Diesel Program

October 25
PCC Rock Creek

Linn Benton

Automotive Advisory Group

October 28th
Linn Benton Community College

CTEC Advisory Meeting

October 28th
CTE Salem

CTEC Advisory Meeting

December 16th
CTE Salem



2024 REGISTRATION IS OPEN!

LEARN • NETWORK • INNOVATE

Register to attend Repairer Driven Education
at the 2024 SEMA Show in Las Vegas, NV
Tuesday, Nov 5 - Friday, Nov. 8

[REGISTER HERE](#)

Report of the Timber Lake Job Corps Automotive Training Program's Advisory Meeting October 8, 2024 *By Robert Christner*

I recently had the privilege of attending the Timber Lake Job Corps Automotive Training Program's Advisory Meeting, and I came away incredibly impressed by the professionalism and enthusiasm of the 12 students present. These young individuals, guided by their passion for the automotive industry, were full of questions and excitement about their future careers. It was clear that they are deeply invested in their training, eager to learn, and dedicated to mastering their craft.

A major highlight of the meeting was the program's recent achievement: it has been officially accredited by the National Institute for Automotive Service Excellence (ASE) for Maintenance and Light Repair. This is no small feat, and it reflects the hard work and dedication that both the students and their instructor, Josh Boes, have put into reaching this important milestone.

Josh Boes has spent six years building and refining the program, working tirelessly to get it to the point where it could achieve ASE certification. Now, with everything in place, he is looking forward to creating even more opportunities for his students in the automotive industry. His plans include introducing the Ford Automotive Career Exploration (ACE) program and expanding partnerships to offer GM training, thanks to the support of Chevrolet of Wilsonville. This partnership will help students gain industry-recognized certifications and broaden their technical knowledge.

What struck me most about the meeting was the level of student engagement. The students led the discussion, asking insightful questions about how to succeed in the workforce. Their initiative and curiosity were remarkable, and it was clear that they are not only learning the technical skills required for the job but also preparing themselves for long-term success in the industry.

I also want to highlight the leadership of Josh Boes, whose teaching approach fosters a deep sense of purpose among his students. He listens to them, values their input, and is committed to helping them grow both as technicians and individuals. Under his guidance, the Timber Lake Job Corps Automotive Training Program is building the next generation of skilled automotive professionals who are ready to make their mark.

As someone who has spent time in the industry, I left the meeting feeling optimistic about the future of these students and the program. Timber Lake Job Corps is setting a high standard for what a comprehensive automotive training program should look like, and I'm excited to see what they'll accomplish next.

If you're an employer in the automotive field looking for bright, capable, and motivated individuals, keep an eye on this program. The students at Timber Lake Job Corps are well on their way to becoming industry-ready professionals.



**WELCOME NEW
NATA MEMBER**
Jay Kuykendall,
owner of
**GREEN FLAG
AUTO REPAIR**
in Molalla, Oregon



SOME BENEFITS OF BELONGING TO NATA

Join and Network with your industry peers and get cost saving benefits!

- Government Affairs Lobbyist Working For The Automotive Industry
- Health, Dental Vision Plans • SAIF Workers Comp Discount
- Credit Card Processing • Industry Education • Be Involved!

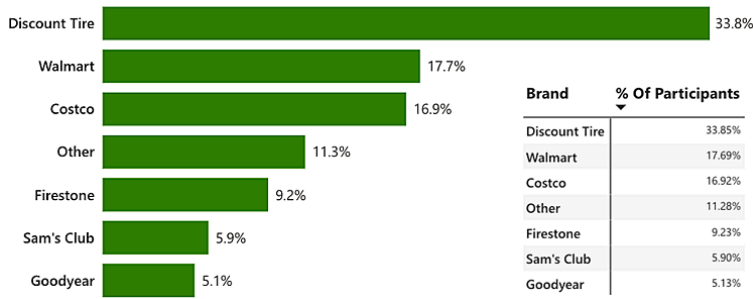
Call Janet Chaney 503-253-9898

Benefits - Networking-Outreach

Study highlights top retailers consumers choose for tire service

Despite the strong showing by major chains, tire market remains highly fragmented; 46.1% of consumers chose chains, 37% opt for local shops

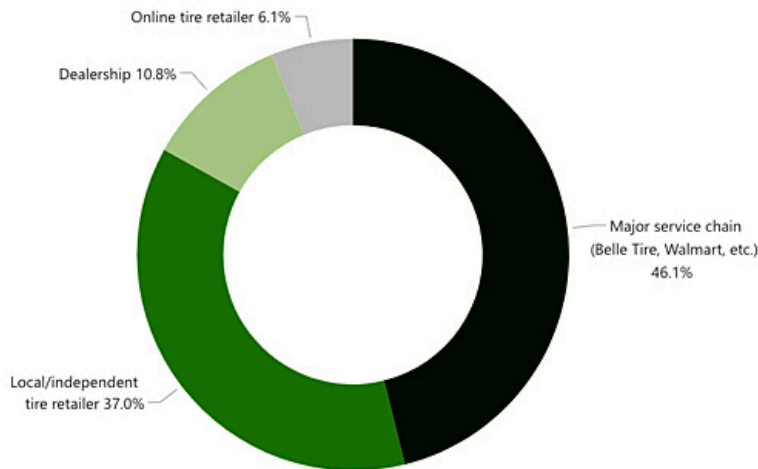
Market Force Information’s latest study reveals where drivers turn when they need new tires and which retailers deliver the best customer experience. With input from over 1,100 respondents, the study highlights the top brands consumers trust for their tire needs, breaking down the market leaders and key factors that influence purchase decisions.



CONSUMER INSIGHTS:

Market Leader: Discount Tire dominated the market, with 33.8% of respondents selecting it as their go-to tire retailer. Big box competitors Walmart and Costco followed with 17.7% and 16.9% of visits, respectively.

Fragmented Market: Despite the strong showing by major chains, the tire market remains highly fragmented. While 46.1% of consumers chose a major chain for their purchases, 37% opted for local independent shops. Dealerships accounted for only 10.8% of visits, and online retailers came in last with just 6.1%.



Tires Location	% Of Participants
Major service chain (Belle Tire, Walmart, etc.)	46.13%
Local/independent tire retailer	36.95%
Dealership	10.77%
Online tire retailer	6.14%

TOP DRIVERS OF VISITS:

Three main factors drive tire purchases for consumers:

- 1. Convenient Location —** Selected by 51.9% of respondents
- 2. Competitive Pricing —** Chosen by 48.6% of respondents
- 3. Previous Positive Experience —** Chosen by 47.9% of respondents



CUSTOMER LOYALTY AND TRUST LEADERS:

Customer Loyalty Index (CLI): Costco emerged as the winner, achieving the highest CLI score, closely followed by Discount Tire and Goodyear. The CLI measures a blend of overall satisfaction and likelihood to recommend.

Trust Leader: Costco continued to shine as the most trusted brand, leading in this key metric.

Share of Wallet Leader: Discount Tire dominated in terms of future spending: 86.1% of consumers planned to return to Discount Tire for their next 10 tire purchases.

Overall Brand Performance: Costco took the crown for overall brand ranking, excelling across all consumer experience metrics. Despite offering competitive pricing, Walmart struggled in most areas, finishing last in overall satisfaction.

Challenges for Other Brands: Sam's Club faced the highest rate of customer-reported issues. This is particularly problematic for the brand, as 40.1% of consumers stated that a negative experience would prevent them from returning for future purchases.

Demographic Insights: The study, based on 1,123 respondents representing a broad spectrum of ages, vehicle types, and income levels, provides a comprehensive snapshot of how Americans select their tire retailers and what drives their decisions.

Costco: A Leader in Tire Retail: Costco continues to win over consumers with its blend of competitive pricing, trustworthiness, and superior customer satisfaction. Known for its wholesale model and member services, Costco has become a top destination for drivers looking for tire service and value.

CCC Crash Course Report: Cost of repair increases in the first half of 2024

By Teresa Moss | Visit www.repairerdrivenews.com for the full report with charts.

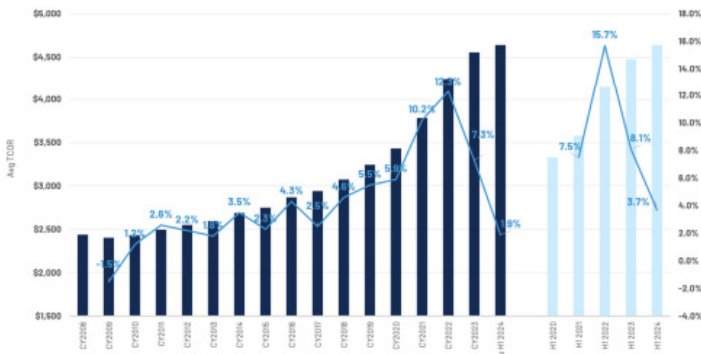
The total cost of repair (TCOR) has increased by 3.7% to \$4,642 for the first half of 2024, compared to \$4,477 in H1 2023, according to CCC's Q3 Crash Course Report.

"This increase may indicate that TCORs are beginning to fall back in line with inflationary trends," the report says.

TCOR costs jumped double-digits in 2021 and 2022, according to the report.

Vehicle Repair Figure 1: CCC National Industry, Average Total Cost of Repairs - All Loss Categories Repairable Appraisal Statistics

SOURCE: CCC INTELLIGENT SOLUTIONS INC.



Note: Due to an internal database update, the historical data has changed for this chart compared to the data published in previous Crash Course reports.

"When indexed against 2020, parts contributed over 50% of the increased repair costs," the report says. "As labor rates began to rise in 2022, we saw labor, especially non-paint labor, account for a larger share of increased repair costs."

The prevalence of diagnostics in vehicle repair is another key contributor, the report says. It adds the procedure often shows up in miscellaneous (sublet) estimate line items.

Labor rates were the outlier driving overall repair cost increases in 2023, according to the report. It was up 7.4% for the year, which followed a 7% increase in 2022. The rates are up 3.5% year over year for 2024, the report says. It adds that when comparing the first halves of 2024 and 2023, labor rates have increased by 4.9% so far this year.

As the rate of inflation continues to slowly decline, labor rate inflation is coming closer to falling in line, the report says.

Labor hours have also ticked upward in recent years. The average number of labor hours per claim was 23.9 in 2019. Data in the report shows the average is 27.4 for the first half of 2024. However, that number is down slightly from 27.6 in 2023.

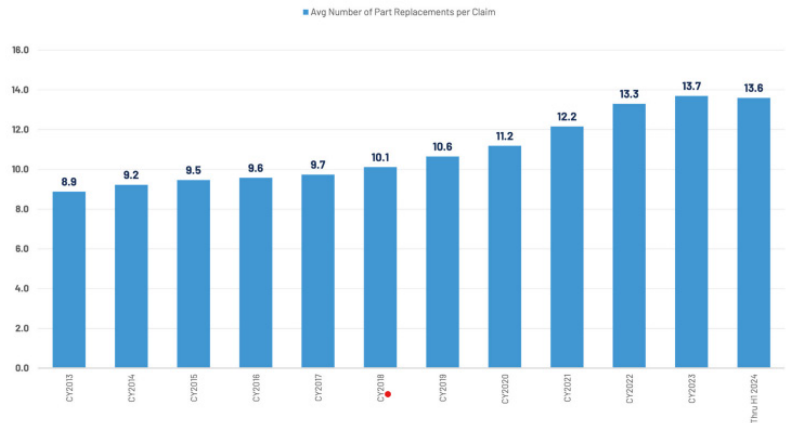
The average price per part increased by 2.4% in Q2,

which is the largest increase since Q2 2022, the report says. The increase followed a 0.7% decrease in Q1. Price per part had a modest increase in 2023 at 0.2%.

According to the report, the rate of change for the average number of parts per appraisal appears to be slowing. The average went from 11.2 parts per appraisal in 2020 to 12.2 in 2021 and 13.3 in 2022. The average was 13.6 parts for the first half of 2024.

Vehicle Repair Figure 3: CCC National Industry Non-Comprehensive Repairable Appraisals - Average Number of Parts Replaced per Claim

SOURCE: CCC INTELLIGENT SOLUTIONS INC.



Cycle times continue to improve, which includes time between appraisal completion, vehicles going into the shop, and repair time. Vehicles were able to get into shops for repairs almost two days faster in Q1 versus Q4 2023, according to the report. Average repair time also decreased by 1.7 days, according to the report.

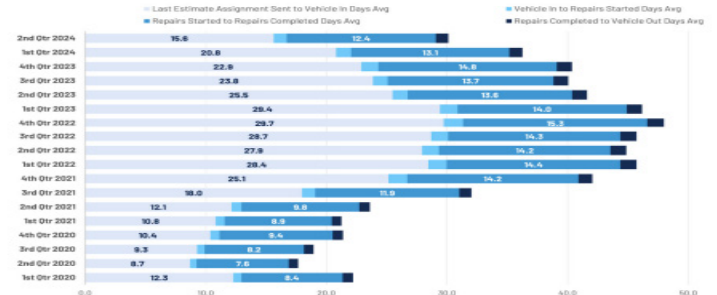
"While these trends are likely to develop further, they are indicative of decreased shop backlogs, lower severity of repairs, and increased productivity."

Shop productivity, or labor hours per repair day, also saw improvement during the first half of the year for non-drivable vehicles.

"As compared to pre-pandemic productivity levels, cycle times for labor require an average of four additional days for drivable vehicles and eight days for non-drivable vehicles," the report says.

Vehicle Repair Figure 8: CCC National Industry DRP Repairs - Quarterly Cycle Times Comparison

SOURCE: CCC INTELLIGENT SOLUTIONS INC.





Our monsters are ready for you! Get ready for a fright-filled night at Cinema of Horrors in Kelso, Washington, only 45 minutes from Portland. Four top-notch haunted houses await, each filled with scares, screams, and unforgettable thrills. Are you brave enough to make it through?

What to Expect:

- FOUR Haunted Houses: Each with unique themes and terrifying characters.
- Spine-Tingling Thrills: Creep through mazes, encounter scare actors, and face your fears.
- Haunt Merch: Grab exclusive Cinema of Horrors merch after your trip through the haunts. We have new lanyards, hoodies, tees and more!

Event Details:

- Place: 1301 Grade St, Kelso, WA 98626
- Time: Doors open at 7:00 PM
- Tickets: www.eventbrite.com/e/cinema-of-horrors-haunted-house-the-northwests-best-haunted-attraction-tickets-995844516757

Don't miss your chance to experience one of the top Halloween attractions in the Pacific Northwest! Secure your tickets now and prepare for a night of terror.

See you in the darkness...

epb&b
insurance

Elliott, Powell, Baden & Baker, Inc



From tool insurance to loaner cars, garagekeepers to building coverage, mechanic's lien bond to employment practices liability, NATA Associate Member, **Derek Aldrich** has you covered

P: 503-445-8403 | M: 425-785-8716

F: 503-445-8466 | DAldrich@epbb.com

MEMBER TESTIMONIAL

Mike Burch, Expert Auto Repair, Portland

"Thank you for recommending Derek of EPB&B. My agent had not been in touch to update my policies in a very long time. I reached out to Derek. He was so prompt and thorough, I switched ALL my policies - business and home to EPB&B. Now I'm confident I have the coverage I need and someone to phone at a moment's notice."

OREGON AGENCIES LINKS

The Oregon Bureau of Labor and Industry (BOLI) offers training seminars for wage/hour laws, discipline & discharge, and employment law

www.oregon.gov/boli/employers/pages/employer-training-seminar-schedule.aspx#EMPLOYERSEMINARSCHEDULE

The Oregon Department of Environmental Quality offers a free class covering basic management of hazardous waste; sign up at:

www.oregon.gov/deq/Hazards-and-Cleanup/hw/Pages/HW-Trainings.aspx

OSHA workshops/online training schedule:

osha.oregon.gov/edu/Pages/index.aspx

A Message from the Director of the OR Dept of Education, Dr. Charlene Williams

The latest assessment data show that, as a state, we are still behind pre-pandemic performance levels overall. Nationally, educators and policymakers are grappling with significant academic setbacks due to the past disruptions. These data points offer an opportunity to deepen and refine our efforts for continued recovery and growth, using this information as a catalyst to guide necessary reforms and resource allocation. While it's a complex picture, it underscores the urgency of focused investments, particularly in English Language Arts (ELA), and acknowledges incremental gains in mathematics.

One critical factor influencing academic outcomes is student attendance. The link between attendance and achievement is undeniable. As we work toward academic recovery, we MUST prioritize strengthening the effort around attendance.

I want to extend my gratitude to every person, organization, and business that is championing attendance efforts in their local school districts. When schools and communities show up for students, students show up for school.

The young scholars need you. Your community needs you. Our state needs you. Ensuring students get the most out of school starts with all of us working together, starting with creating conditions for students to show up.

WHY ATTENDANCE MATTERS

Attendance isn't just about being present—it's a gateway to opportunity. It's through consistent attendance that students unlock the life-changing potential of public education. From learning to read, to mastering a trade like welding, to forming bonds with friends, teachers, and coaches, these essential experiences can only happen when students, in every grade and from every background, are present and engaged.

The alignment with our department's three priorities—Academic Excellence, Belonging and Wellness, and Reimagining Accountability—is clear. Students who attend school regularly are better positioned to excel academically. Moreover, attendance fosters a sense of belonging and supports wellness by connecting students to a community where they feel valued and supported.

By showing up in its most expansive sense, we create a space where students can experience love, justice, and hope—values that underpin our shared commitment to equitable and holistic education in Oregon.

THE BARRIERS THEY FACE

For many students, simply getting to class can be their greatest academic challenge. Young scholars continue to face barriers such as lack of reliable transportation, food and housing insecurity, or the responsibility of caring for younger siblings while parents work. These barriers are complex and can make attending school feel insurmountable.

WHAT WE KNOW WORKS

We are rising to meet these challenges. Improvements in attendance are rooted in collaboration and problem-solving with families. Successful strategies focus on building relationships and understanding the needs of students and families at a deep level.

For example, at Stanfield Elementary School in Umatilla County, school staff increased attendance more than 15 points above the state average. The school met families where they are—literally visiting their homes to understand the barriers they face and offer support. Similarly, through the Tribal Attendance Promising Practices (TAPP) program,

Oregon's Teacher of the Year is Bryan Butcher Jr. of Beaumont Middle School



Bryan Butcher Jr., a Beaumont Middle School math teacher, has been named Oregon's 2024-25 Teacher of the Year! He is a Portland native and Grant High School graduate. He attended Morehouse College, earning a BA in sociology and graduating Magna Cum Laude. Following graduation, Butcher joined Teach for America, beginning a teaching journey which would eventually lead him to Beaumont Middle School, where he has taught math for the past eight years. When visiting Butcher's classroom, you will see a thriving community of learners who are working together. With the guiding principles of respect and effort, Butcher believes maintaining high standards and expectations creates the conditions for students to flourish. Respect and effort provide an environment where students feel comfortable asking questions, participating in discussions, and taking risks. In Butcher's class, there is an expectation and joy that comes from learning, everyday.

"Bryan is an educator, an advocate, and a champion for his students," said Dr. Charlene Williams, Director of the Oregon Dept of Education. "He has engaged creatively with students and his community, learned enthusiastically from his colleagues, and carved out unique spaces for students to feel seen, heard, and valued. Bryan seeks to build confidence in his students by demystifying mathematical concepts and grounding his classroom culture in effort, respect, and a willingness to take academic risks. It is clear he is beloved in his community because he prioritizes academic excellence and the well-being of his students."

"My goal is to instill a sense of pride and acknowledgment in my students ...to build a foundation to be successful," Butcher said. "Every year, I strive to create a classroom culture where rapport leads to learning."

This program is sponsored by the Oregon Department of Education in partnership with the Oregon Lottery. Butcher was celebrated as a Regional Teacher of the Year in September, and will receive a \$10,000 cash award as the 2024-25 Oregon Teacher of the Year. A matching \$5,000 is also awarded to Beaumont Middle School.

"It's impressive to see how Bryan has built trust and genuine connections with students and his community," said Oregon Lottery Director Mike Wells. "We're proud to celebrate his ability to help students overcome challenges, while meeting them with grace and encouragement."

The Oregon Teacher of the Year is selected after an extensive application process. Nominees from schools throughout Oregon submitted packets of information including testimonials and letters of support from administrators, students and colleagues. From the written material, applicants were assessed on leadership, instructional expertise, community involvement, understanding of educational issues, professional development and vision.

Butcher will serve as a spokesperson and representative for all Oregon teachers. He will also receive year-long professional development and networking with other state Teachers of the Year through the Council of Chief State School Officers' National Teacher of the Year program.

Chiloquin Elementary in the Klamath County School District reduced chronic absenteeism more than seven percent by fostering a welcoming school environment that honored Klamath Tribal culture and language. By creating a sense of belonging, the school saw a significant increase in regular attendance, particularly among American Indian and Alaska Native students. These efforts demonstrate that when we prioritize belonging and wellness, academic success follows.

WHAT YOU CAN DO

Attendance is a cause that transcends individual schools and communities. We all have a role to play in cultivating the conditions that encourage students not only to show up, but to thrive in their educational experiences. I encourage you to connect with your local school district or the attendance experts at ODE's Every Day Matters team to learn how you can support your community's attendance efforts. Together, we can inspire hope and lead with love to ensure that every Oregon scholar has the opportunity to succeed.



NW Automotive Trades Association

benefits + networking + outreach

**15 82nd Drive, Suite 15
Gladstone, OR 97027**

Follow us!

f aboutnata

(503) 253-9898

www.aboutnata.org

JOIN The Northwest Automotive Trades Association TODAY!

Regular Member Benefits | When you join NATA you gain a reliable partner that is committed to providing every member the assistance they need to be successful. Whether it's insurance services, regulatory assistance or answers to your employee issues – NATA is there for you!

NATA promotes the professionalism of the automotive industry through public relation campaigns that educate consumers about the skills necessary to repair cars. NATA also works with government agencies and legislators to correct complicated and expensive regulations and sponsors management and technical training classes that improve the industry's competitiveness.

Businesses also belong because of the referrals from other members and the knowledge that they can refer their customers to different members when customers are out of their geographical area.

Associate Member Benefits | When you join NATA as an Associate Member you earn the opportunity to reach over 600 automotive repair, collision, tow, supplier, parts, auto recycler, car dealer and transmission businesses around the state that are members of NATA. Your partnership with us is one we appreciate and reward by offering you opportunities to work with the decision-makers of our industry.

Education Member Benefits | NATA recognizes there is a large shortage of skilled labor throughout our industry and membership. The best way for NATA to support those needs is to insure our existing automotive programs and instructors have support and resources from industry. We participate on many school advisory boards and events – as well as maintaining a current list of all educators so we can reach out to them with information regarding job availability for their students.

To learn more and for applications, please visit: www.aboutnata.org/join-now/